

GreenCOM Update

A quarterly report from USAID's Environmental Education & Communication Project * June 1997

Fast Launch for Egypt, GreenCOM III

Within a few hours of receiving the USAID/Egypt approval of the Delivery Order, Ms. Cheryl Groff, the Egypt GreenCOM III Team Leader, was on the job meeting with Ministry of Public Works and Water Resources (MPWWR) and USAID/Egypt officials. Within a week Dr. John Woods, Organizational Development Specialist, arrived in Cairo to organize the Mobilization Workshop in which Mr. Brian Day, GreenCOM Director, participated.

The title of the project is, "Implementing a MPWWR Participatory Communication Program for Supporting Water Policy Formulation and Implementation." This 30 month project contains four major components: (1) establishing effective partnerships between Ministry field staff and water users; (2) expanding the awareness campaign initiated under a previous GreenCOM project and create behavior change campaigns on water conservation and pollution prevention in support of Government of Egypt water policies; (3) monitor and evaluate the communication program with baseline, follow up, and social feasibility studies on new policies; and (4) institutional development of the Water Communication Unit.

This project comes under the USAID/Egypt Strategic Objective #1: Improved private sector participation in policy planning. The largest private sector group in Egypt are farmers. They will continue to be the most important audience for communication campaigns since they use 86% of Egypt's water. However, the new participatory communication program will help formulate and implement new water related policies which also affect non-farmers, policy makers, and many other groups.



A sample of the communication materials prepared under GreenCOM.

News From The Field

Nicaragua

In April, GreenCOM conducted a training program on designing effective EE&C materials for 26 participants including park staff, buffer zone community residents and environmental NGO members working with nine protected areas. The five-day workshop was led by GreenCOM consultant Maria Claudia de Valdenebro and AED Publications Specialist Juan Carlos Cordóvez. The trainers worked with each co-management team to develop brochures, posters and booklets using both manual and computer-assisted design techniques. GreenCOM is currently providing technical guidance to the teams on the production of these materials. In the La Flor community, GreenCOM conducted formative research on the knowledge and attitudes of residents related to sea turtle populations

nesting in the neighboring wildlife refuge. The research findings will support the development of a storybook and poster to increase awareness and understanding of conservation efforts and the impacts of the illegal harvesting of eggs. These resulting materials will be distributed widely throughout communities along Nicaragua's Pacific coast.

Nepal

GreenCOM/Nepal, an agroforestry communication project, is helping to improve communications between local community forest user groups (CFUGs) and national forest policy makers. The project will produce two new products. First, a local NGO will produce print materials for the newly literate about forest management practices such as



This report uses a tabloid format and cost-minimizing production methods. It is printed on recycled, post-consumer waste paper and was produced entirely in-house at AED using desktop-publishing software and photocopying equipment.

thinning and pruning, grass cutting, cultivating medicinal plants, and organizing CFUGs. Secondly, audiotapes will be produced on many of these silvicultural techniques to ensure that the messages reach the many mountainous villages of Nepal. To provide background research to develop these products, NewEra, a Nepalese research firm, visited twenty CFUGs throughout the country. Some of their findings include great differences in CFUG origins and governance. For example, in some areas, women participate in CFUG central committees, while in others they know little about forestry and forest policy. NewEra found general agreement among men and women of all ethnic groups that forests must be preserved to attain sustainable economic development.

El Salvador

GreenCOM and the Ministry of the Environment and Natural Resources (MIMA) recognized nine Salvadoran journalists for their outstanding coverage of local and national environmental issues at the second annual National Environmental Journalism Awards ceremony in late April. Nearly 150 nominations were submitted for this year's competition, a large increase from 39 the previous year. Finalists in the categories of television, radio, and print media were selected by a panel of environmental and media professionals. Monitoring of media channels has shown that news reports on the envi-

ronment in El Salvador have increased markedly in both the number and the breadth of issues covered. The awards program complements GreenCOM's efforts to promote more thorough and accurate reporting on environmental topics by conducting training workshops and professional seminars for journalists. The awards ceremony and monetary prizes were financed through private sponsorship from local businesses.

Philippines

GreenCOM/Philippines came to a successful conclusion on April 14, 1997 through the excellent and dedicated work of the Cebu-based team (Becky Pestano-Smith, Ann Kintanar, Ed Douglass) and the hundreds of colleagues at the national and provincial level who assisted with the project's many activities. Among the final products were a Unified Environmental Communication and Education Strategy for USAID/Philippines; a 13-part television series on coastal resource management developed for nationwide broadcast; an Environmental Interpretive Plan for Silliman University, and community-designed interventions in three pilot sites: Malalag, Mindanao; San Vicente, Palawan; and Olango Island, Cebu. Responding to a last minute request for special assistance from Silliman University, GreenCOM also fielded a two-person team in April to help the Silliman interpretive team develop prototype exhibits for their future environmental education facilities. USAID/Philippines' long-term environmental projects will provide follow up to many of these activities.

Russia

In March, 1997, GreenCOM began working with USAID/Moscow to support and extend the Global Learning and Observations to Benefit the Environment (GLOBE) Program in Russia. GLOBE is an educational program that engages students and teachers in measuring scientific parameters (precipitation, surface water pH and turbidity, land cover, cloud cover, etc.) near their school and reporting them to a research laboratory over the Internet. Results are displayed in graphic maps on the Internet (www.globe.gov).

Because students around the world are using the same protocols for collecting information,



Presenters and honorees at the National Environmental Journalism Awards ceremony in San Salvador.

scientists can use the data to track the health of the planet.

In Russia, GreenCOM is working with the Perm State Teacher Training University and the Perm Environmental Protection Committee to train teachers and make GLOBE a part of the curriculum in schools throughout the Perm region. Victor Misenzhnikov of the Perm State Teacher Training University is leading the activity, which began quickly by arranging for five teachers to join him in attending the International GLOBE Training Workshop in Almaty, Kazakstan, March 30 to April 5. GreenCOM is purchasing the scientific equipment and computers needed for the data collection and reporting activities. Victor will be supporting these teachers in their efforts to establish GLOBE schools in Perm over the next 14 months.

Martha Monroe, GreenCOM Resource Center Director and a former GLOBE trainer traveled to Perm to meet Victor, the teachers, and their students. Several schools already conduct impressive scientific studies of environmental concerns in their region. Water quality, air quality, and waste disposal were among the issues that students are studying.

Home Office

Meetings/Presentations

Martha Monroe met with Pam Wasserman, Education Director of ZPG to discuss program evaluation strategies. Monroe also participated in a teleconference panel on environmental education in preservice education programs at Penn State University for the Global Network of Environmental Education Centers and presented on *Professional Development for Sustainability* at the University of Florida's School of Forestry Resources and Conservation.

Brian Day, Project Director, was a guest speaker on the role of environmental communication at American University. Day also joined other leaders in the environment for a panel for Fulbright Scholars on the role of civil society and the environment. Day and Mona Grieser, Senior EE&C Specialist, were joined by Walter Mercado of CRM/NRM to present new communication strategies in Asia to the Asia Near East bureau. The presentation featured GreenCOM's



In a landmark agreement, Vasily Kazantsev (right) President of the Perm Environmental Protection Committee commits to support GLOBE in Perm with 65 million rubles. He is joined here by Martha Monroe, Victor Misenzhnikov and Tatyana Pokhozhaeva.

recently completed project in the Philippines.

EECOMNET EE and Communications Network

EECOMNET is a World Wide Web site designed by GreenCOM and University of Michigan's EE-Link staff in response to requests of GreenCOM International Workshop (Nov. 1996) attendees for more opportunities to interact with each other.

Throughout the successful workshop and in its evaluation, participants and presenters alike stressed the need for continued contact among global EE&C professionals. A networking system on the Internet will provide international access and easy updating. Many thanks to EE-Link who provided the technology and the site at:

<http://eelink.umich.edu/eecomnet.html>.

The site is currently designed to include a database of all applicants from which contact information can be obtained. You may apply to be included in the database directly at the site.

Resource Center

GreenCOM assisted the Cheetah Conservation Foundation of Namibia by providing them with program evaluation information.

GreenCOM's report on the community participation project to improve the urban environment in the District of Zouagha in Fez, Morocco is now available in English and French.

The next issue of *Human Nature* focusing on water will be available for distribution in July/August.

Visitors

Visitors welcomed by GreenCOM this quarter include: David Walker and Marcia Larson Odell, PACT/Nepal; Zane Olina, Children's Environmental School, Latvia; Sonja Macys, Pronatura Yucatán; and Ruth Peacock, Sociedad Audubon de México.

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